

Notice of Allowability

Application No.

09/579,217

Examiner

X L Bautista

Applicant(s)

SZABO, ANDREW

Art Unit

2179

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to amendment filed on 9/20/04.
2. ☒ The allowed claim(s) is/are 1-58.
3. ☒ The drawings filed on 26 May 2000 are accepted by the Examiner.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
 - * Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
6. ☒ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☒ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☒ to Paper No./Mail Date 4.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
7. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date 9/20/04
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____

BA HUYNH

PRIMARY EXAMINER

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Steven M. Hoffberg on October 12, 2004.

In the claims:

Claim 1 (lines 10-18), has been amended as follows:

(c) providing a hierarchal organizational structure for the set of selected respective resource locators of selected objects, having at least ~~one level of the hierarchal organizational structure has at least~~ two resource locators for objects organized within a single hierarchal level therein, ~~for the set of selected respective resource locators of selected objects~~, for presentation to the user through the user interface, wherein resource locators for objects selected according to the first algorithm are automatically organized within the hierarchal organizational structure based on an associated object content, and resource locators for objects selected according to the second algorithm are automatically organized within the hierarchal organizational structure based on at least one criterion independent of an associated object content.

Claim 39 has been amended as follows:

39. (Currently Amended) The method according to claim 37, wherein the objects selected based on association with the criteria have ~~outside object has a~~ semantic relationship with at least one of the selection criteria and the selected objects selected based on content.

Reasons for Allowance

2. Claims 1-58 are allowed.

3. The following is an examiner's statement of reasons for allowance:

Independent claims 1, 27, 32, 35, 37, 46, and 53 have been carefully considered. Prior art of record fails to teach the combination of claimed elements including a method of providing a search engine for selecting objects according to a user-defined content criteria including objects of varying relevance to defined criteria and returning resource locators of selected objects; the search engine using a first and second algorithms for selecting respectively different portions of the objects; providing a hierarchy having one or more levels, and every level having two or more resource locators; the resource locators for objects selected according to the first algorithm are automatically organized in the hierarchy based on an associated object content, and resource locators for objects selected according to the second algorithm are automatically organized in the hierarchy based on a criterion independent of an associated object content.

Kirk et al (US 5,768,578) discloses an information retrieval system user interface having a hypertext browser and a knowledge base browser/editor for retrieving information from multiple sources. The hypertext browser enables users to browse unstructured information by using hypertext links. The knowledge base browser/editor displays a graph representing a taxonomy of the knowledge base. The result of browsing stored information source descriptions is an interactive list of information source descriptions that may be used to

retrieve documents into the hypertext browser.

Egger et al (US 6,233,571 B1) discloses a method that indexes data, searches data, and graphically displays search results with a user interface. Textual objects and other data are indexed by creating a numerical representation of the data. The technique is called proximity indexing and it uses statistical techniques and algorithms. Proximity index allows an efficient search of data having a particular relation, pattern or characteristic. A computer search program called the Computer Search Program for Data represented in Matrices (CSPDM). The method also utilizes a cluster link generation algorithm that uses links and nodes to index and search a database or network. The algorithm searches for direct and indirect links to a search node and retrieves the nodes, which are most closely related to the search node.

Langheinrich et al (US 6,654,725 B1) discloses a system and method for providing customized advertisement selection and delivery. A user connects to the system indirectly by downloading a content page from a publisher, which contains a reference to an inline image; the image is then requested by the browser. The system uses a table of display probabilities, which prescribe a distribution for the advertisements given the current conditions. The system then returns a customized banner advertisement for display to the user based on the obtained distribution. The user is presented with a search page having a dialog box to enable the user to enter a keyword to search the publisher's database. The initial page features a banner advertisement that has been selected and

supplied by the advertisement server. After submitting the search word, the publisher's server returns a result page to the user's browser; the page containing items found by the publisher's server and another advertisement, which has been customized for the respective search word used by the user. Each item consists of a link to a web page and a brief description.

Nakamura et al (US 6,591,248 B1) discloses an information filtering technology and banner advertisement selecting method for selecting a banner advertisement appropriately displayed on a web page. The method includes a web browsing software that transmits a home page browsing request or a keyword searching request to the information provider, and then it sends back the requested contents to the web browsing software. When the contents have a page on which a banner advertisement has been placed, the page contains a URL of an advertisement calling program stored in the advertisement server. The web browsing software requests the advertisement server to select a banner advertisement and to transmit image data. When the user clicks a banner advertisement received from the advertisement server, a click history is recorded and the home page containing advertisement information is displayed.

Cohn et al (US 6,606,652 B1) discloses a system for transmitting information to users viewing selected content on a computer network. The system categorizes a plurality of Internet address pointers according to the content designated by the address pointer. Information packets, such as advertisements, are targeted to selected categories; once the category of an

address pointer has been determined; an information packet targeted to that category is selected and transmitted to the user. In the event that a plurality of information packets are targeted to the same category, targeting server system is configured to select the most appropriate information packet for transmission based on criteria programmed into targeting server system. Conh discloses a method of targeting additional information to a user viewing an Internet website according to the content of the website. The operator of the system defines a plurality of categories according to selected characteristics. The system categorizes URLs into the categories according to the content of the website designated by the URL. Then, additional information packets, such as advertisements, are targeted to a category.

Kirk, Egger, Langheinrich, Nakamura, and Cohn fail to teach or suggest resource locators for objects selected according to a first algorithm which are automatically organized in a hierarchal structure based on an associated object content, and resource locators for objects selected according to a second algorithm which are automatically organized in the graph based on a criterion independent of an associated object content.

Conclusion

4. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled

"Comments on Statement of Reasons for Allowance."

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to X L Bautista whose telephone number is (703) 305-3921. The examiner can normally be reached on Monday-Thursday 8:00AM-6:00PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Heather Herndon can be reached on (703) 308-5186. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.


6. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

PTO Move Information

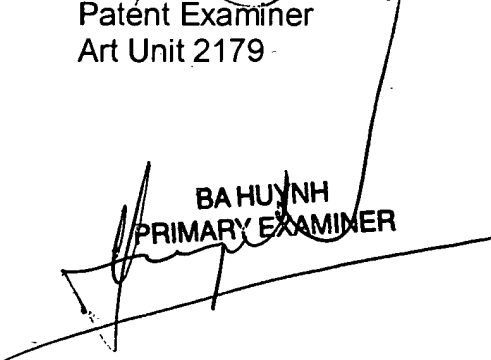
7. The Patent and Trademark Office will be moving to Carlyle in October 2004 (October 12th through October 28th). The Examiner's new telephone

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number will be (571) 272-4132; The Examiner's SPE new telephone number will be (571) 272-4136; and the Technology Center Main Telephone Number will be (571) 272-2100.



X. L. Bautista
Patent Examiner
Art Unit 2179



BA HUYNH
PRIMARY EXAMINER

xlh
12 October 2004